Emily Johnson

IT 7360

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| **Unit Name:** | The Business of Building a Business |
| **Lesson Name and #:** | #1 Professional or not? |
| **GPS:** | ENGR-STEM 2 – Students will identify the impact of engineering and technology within global, economic, environmental, and societal contexts.  STANDARDS FOR TECHNOLOGY LITERACY:  Standard 11 – Students will develop the abilities to apply the design process.  Standard 12 – Students will develop the abilities to use and maintain technological products and systems. |
| **Objective:** | The student will be able to identify the aspects of a professional, unique, and trustworthy business website. |
| **Subject/Grade/Students:** | Engineering and Technology – 8th Grade – 28 students |
| **Materials needed:** | Sample concept map, internet, 28 computers, Inspiration 9 software |
| **EQ/Opening:** | How do companies make society aware of their products? What are some popular advertising techniques? What is the purpose of a slogan, motto, or jingle?  Students will brainstorm how companies advertise products. The students will discuss the impact the internet has had on the global economy. |
| **Work Time:** | Students will explore business websites and create a concept map on what makes them professional, unique, and trustworthy. Before starting to look at business websites, the teacher will go over what makes websites professional, unique, and trustworthy so that students have a good understanding of what to look for.  a. Engage: The students will be using computers for searching the web for businesses. (Technology)  b. Explore: Students will explore different business websites to determine what aspects make the websites professional, unique, and trustworthy. They will then take this information into account when creating their own websites.  c. Explain: The teacher will explain many different things such as how websites have impacted the global society, what makes business websites appear professional, unique, and trustworthy, and how to design websites using weebly.com and wikispaces.com.  d. Elaborate: In order for the students to recognize how the internet has impacted our global economy, I find it necessary to elaborate on a few, specific companies as examples. Students can then study these company websites in order to gain ideas on how to advertise globally for their business’ product or service.  e. Evaluate: The students will submit a Concept Map which will display their level of knowledge about what makes a business website professional.  f. Extend: The teacher will invite various local business owners to present their business websites and answer questions from students. The students who have similar products/services will be asked to present their websites to the business owners for feedback. |
| **Assessment:** | Concept Map on what makes business websites professional, unique, and trustworthy. (Students will view teacher sample)  Through this concept map creation, the students will show that they know what makes a business website professional, unique, and trustworthy so that when they begin to design their own business website they can self-assess themselves.  Exit Slip: Students will choose a business to design a website for and submit the topic to the teacher. |
| **Closing:** | The teacher will lead a discussion on the students’ findings. Discussion will include student opinions on which websites they found to be professional and unprofessional and why. |

Rubric for Concept Map

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

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| **Item** | **0 points** | **1 point** | **2 points** |
| **Trustworthy** | Student did not list any qualities of websites that would make them trustworthy. | Student listed one legitimate reason a business website would be professional. | Student listed multiple legitimate reasons a business website would be trustworthy. |
| **Professional** | Student did not list any qualities of websites that would make them professional. | Student listed one legitimate reason a business website would appear professional. | Student listed multiple reasons a business website would appear professional. |
| **Unique** | Student did not list any qualities of websites that would make them professional. | Student listed one way business websites could be unique. | Student listed several ways business websites can be unique. |

Total points: \_\_\_\_\_/6